

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 6
6830638	3	Revised		08/30/2012 3:18 PM	

Last Received: 08/30/2012 2:19 PM
Showing Buylines: All Rep & Sta Revised Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() ALLEN FOR SENATE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	GEORGE ALLEN		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	904910	Agency C/P1/P2/E	ALLN/ORDR/904910	Salesperson Phone#	215-567-6005
Buyer	Michele Brooks	Flight Dates	09/04/2012 - 09/10/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

-- CONTRACT COMMENT --

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-- REMARKS --

VER 3 ISSUE REVISE RATES IN LNS 10-19, 22-27, 29, 34-37
REVISE PRGM IN LNS 15-19
CXL LNS 28, 33 AND 38-39
REVISE TP IN LN 21 AND 37
MKGD ON LN 40
TOTAL REMAINS 10,550
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	TU	5A-6A	NEWS AT 5	:30	\$150.00	09/04-09/04	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												
	*11	W	5A-6A	NEWS AT 5	:30	\$150.00	09/05-09/05	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												
	*12	TH	5A-6A	NEWS AT 5	:30	\$150.00	09/06-09/06	1	1	1	\$150.00	
Rating: 3.1												
Buyline Comment: REVISE RATE PER STATION												
Sales Remark: V3 REVISE RATE PER STATION												
V3 More than 2 codes changed												

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Salesperson FAX# 215-567-5938

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	*13	F	5A-6A	NEWS AT 5	:30	\$150.00	09/07-09/07	1	1	1	\$150.00	

Rating: 3.1

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*14	M	5A-6A	NEWS AT 5	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
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Rating: 3.1

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*15	TU	7A-9A	TODAY SHOW	:30	\$350.00	09/04-09/04	1	1	1	\$350.00	
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Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
V3 More than 2 codes changed

	*16	W	7A-9A	TODAY SHOW	:30	\$350.00	09/05-09/05	1	1	1	\$350.00	
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Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
V3 More than 2 codes changed

	*17	TH	7A-9A	TODAY SHOW	:30	\$350.00	09/06-09/06	1	1	1	\$350.00	
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Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
V3 More than 2 codes changed

	*18	F	7A-9A	TODAY SHOW	:30	\$350.00	09/07-09/07	1	1	1	\$350.00	
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Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
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Salesperson FAX# 215-567-5938

[illegible]

*19	M	7A-9A	TODAY SHOW	:30	\$350.00	09/10-09/10	1	1	\$350.00
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Rating: 6.0

Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
Sales Remark: V3 REVISE RATE PER STATION;REVISE PRGM
V3 More than 2 codes changed

*21	SA	8A-9A	TODAY SHOW	:30	\$300.00	09/08-09/08	1	1	\$300.00
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Rating: 5.7

Buyline Comment: REVISE TP
Sales Remark: V3 REVISE TP
V3 More than 2 codes changed

[illegible]

Rating: 4.0

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*23	SU	7A-8A	NEWS 10 SUN	:30	\$200.00	09/09-09/09	1	1	\$200.00
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Rating: 4.6

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

*24	SU	8A-9A	TODAY SHOW	:30	\$275.00	1	1	\$275.00
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Rating: 4.9

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	TU	6P-630P	NEWS AT 6	:30	\$800.00	09/04-09/04	1	1	1	\$800.00	
Rating: 6.4												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*27	TH	6P-630P	NEWS AT 6	:30	\$800.00	09/06-09/06	1	1	1	\$800.00	
Rating: 6.4												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	\$200.00	09/08-09/08	0	0	0	\$0.00	
Rating: 4.9												

Buyline Comment: CXL DUE NA DUE TO N.DAME
Sales Remark: V3 CXL DUE NA DUE TO N.DAME
V3 More than 2 codes changed

	*29	SU	6P-7P	NEWS AT 6 SUNDAY	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
Rating: 4.5												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

	*33	SU	1130P-12A	INSIDER WEEKEND	:30	\$125.00	09/09-09/09	0	0	0	\$0.00	
Rating: 3.3												

Buyline Comment: CXL DUE NA DUE TO NFL
Sales Remark: V3 CXL DUE NA DUE TO NFL
V3 More than 2 codes changed

	*34	TU	11P-1135P	NEWS AT 11	:30	\$500.00	09/04-09/04	1	1	1	\$500.00	
Rating: 4.8												

Buyline Comment: REVISE RATE PER STATION
Sales Remark: V3 REVISE RATE PER STATION
V3 More than 2 codes changed

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---REPORT TOTALS---

Report Totals: 22 / \$8,325.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$10,550.00

Sales Totals: 36 / \$10,550.00

Station Totals: 36 / \$10,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$36,379	CATV 0%	WAVY 29%	WGNT 0%	WPXV 0%	WTKR 24%
			WTVZ 0%	WVBT 16%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE